

CEOs Make Workplace Wellness a Priority for 2016

Wellness Matters

Corporate wellness is no longer a nice-to-have. Fitbit surveyed 200 CEOs to get their perspectives on wellness, and 88% report that their companies already have a wellness program in place.

And they're serious about getting employees moving. 77% of CEOs surveyed said their companies have hosted an activity challenge, and 95% said their organizations were likely to create one in the next year.

For many, the investment is paying off. A recent study from the Health Enhancement Research Organization (HERO) reported a distinct correlation between comprehensive wellness programs and better corporate stock performance. Turns out the benefits of wellness go a long way.

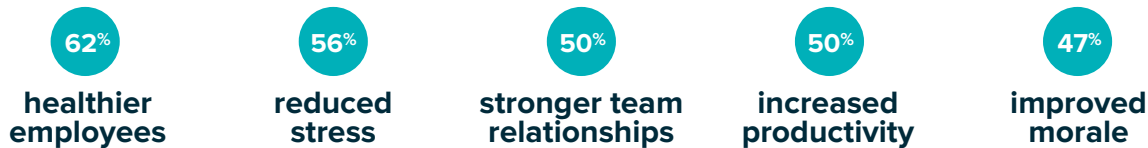
Wellness Is Good For Employees

Employees are your top asset—and when they're in shape, they're better equipped to perform their jobs. Exercise can lower one's risk for cardiovascular disease, improve mood and mental health, strengthen bones and muscles, and more. And, when people feel good, have energy and aren't worried about their health or distracted with doctor's appointments, it's easier for them to focus on doing their best work.

Here are the top 5 benefits that CEOs think effective wellness programs provide:

- 53% more engaged employees**
- 47% stronger sense of community**
- 51% increased employee retention**
- 44% fewer sick days used**
- 47% lower healthcare costs**

The CEOs we spoke to would expect to see even more benefits from a greater investment in corporate wellness. Here's what they highlighted:



We asked CEOs:

“Which is more likely to reduce stress among employees?”

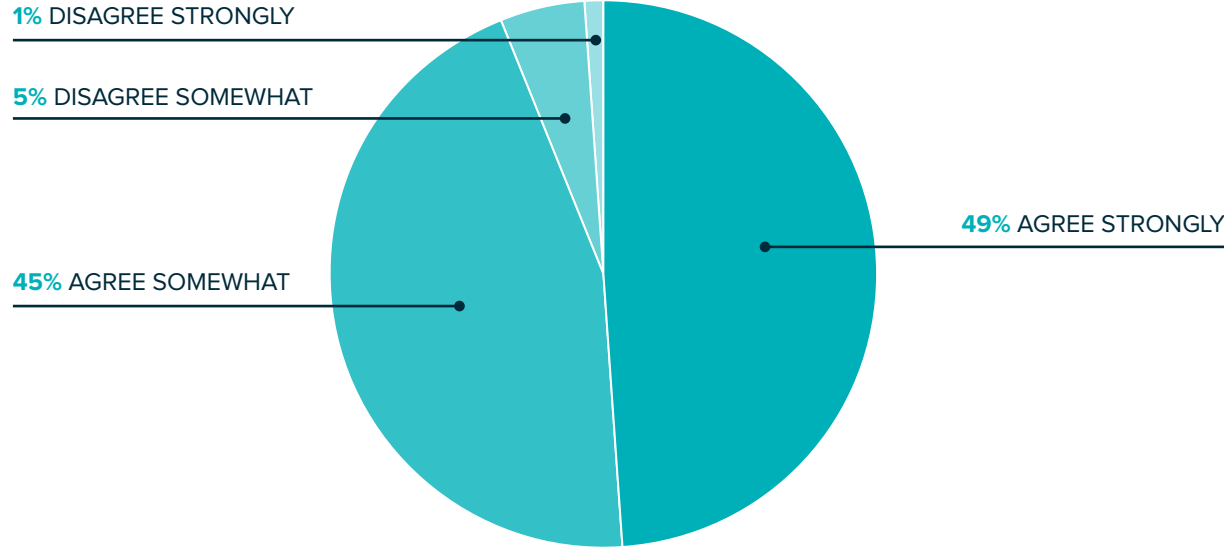
- 80% a wellness program**
- 20% a social event**

Wellness Can Be Good for Business

The data show that corporate wellness isn't just beneficial for employees—it also positively impacts the bottom line.

The recent study from the Health Enhancement Research Organization (HERO) reported that companies that scored highly on the HERO Scorecard for Employee Health and Well-Being Best Practices in Collaboration with Mercer® outperformed the Standard & Poor's (S&P) 500 Index over the course of six years. When following the stock performance of these 45 publicly traded companies, HERO found that they appreciated 235% compared to 159% for the S&P 500.

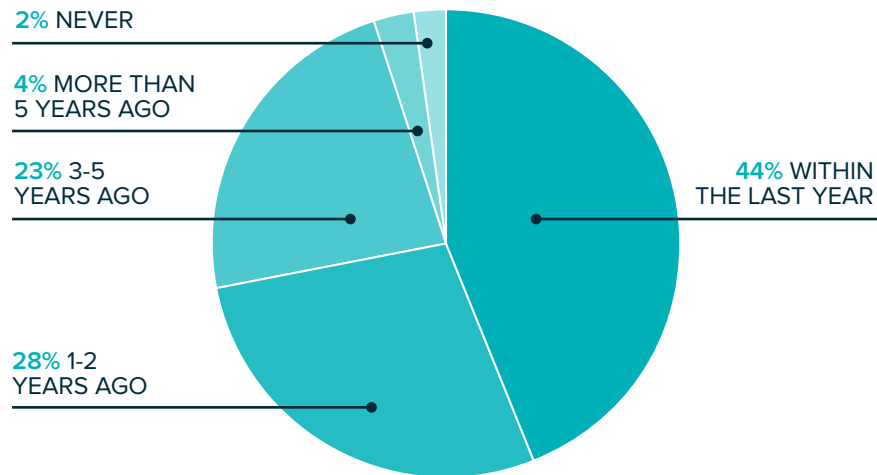
C-level executives are answering the demand for a stronger wellness offering—94% of the CEOs we surveyed believe a health and wellness program is essential to attracting top talent.



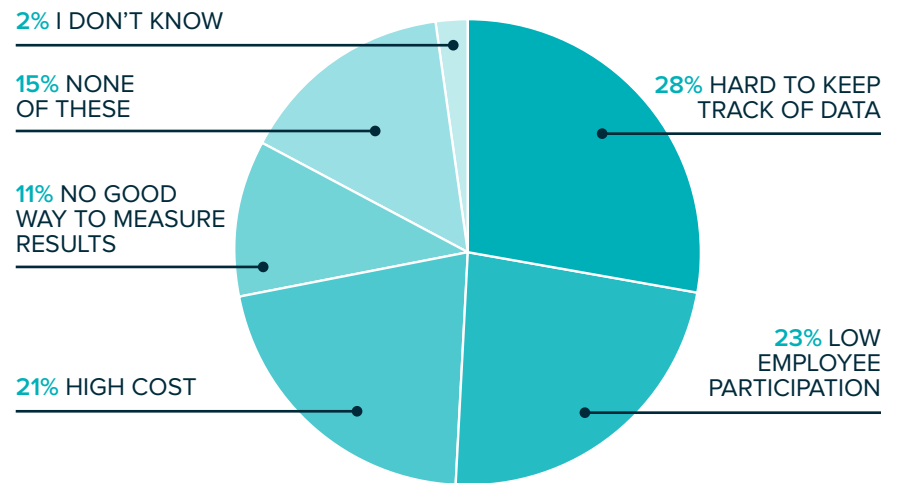
Wellness Takes Work

Like any internal program, corporate wellness requires innovation and maintenance.

Although many CEOs have updated elements of their wellness programs recently, more than half admit they haven't made changes within a year (or longer).



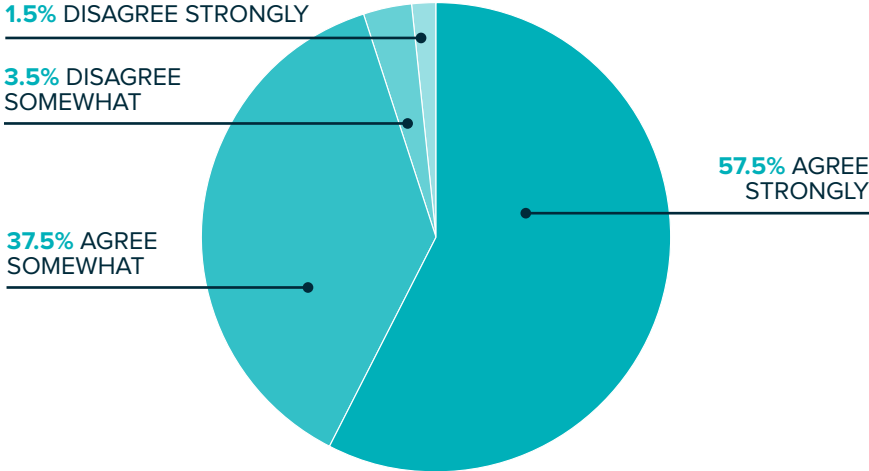
While there's no doubt that wellness programs drive value, they also have some room for improvement. These are the top issues CEOs face:



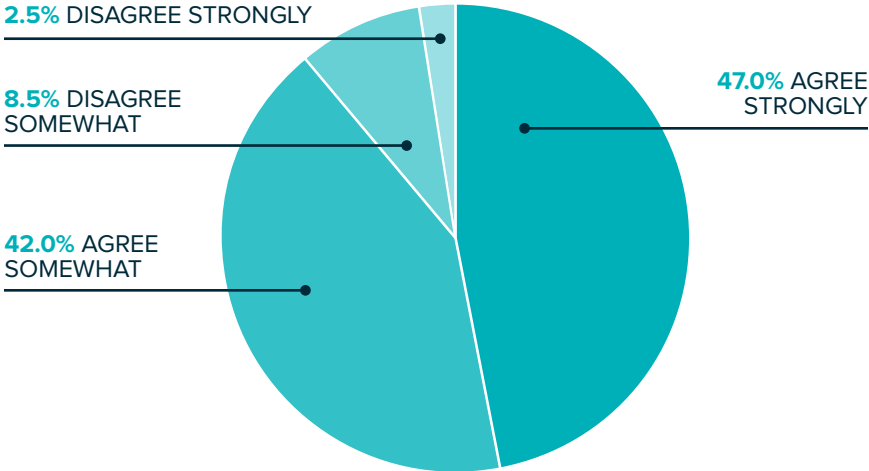
Wellness Is Achievable

The good news is, there are endless ways to motivate employees to move more.

A simple way to increase participation? Offer an incentive. 95% of CEOs surveyed like the idea of providing additional incentives to employees who use their fitness tracker.



No two employees are alike, so their fitness goals shouldn't be either. With a corporate wellness program, individuals can set personal goals and work toward them at their own pace. 89% of CEOs say they could commit to 10,000 steps a day.



Want to help your company take steps toward better health? Learn how Fitbit Health Solutions can help you and your company by visiting www.healthsolutions.fitbit.com.



HEALTH SOLUTIONS

References

2015 Fitbit Health Solutions Survey of CEOs, companies with 1,000-10,000 employees, n = 200

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